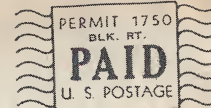


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URGENT MESSAGE

B6051

Dear Friend of LOOK:

Yes, we are in the dark ...

WE'RE ... for although I have written you a number of times since your LOOK subscription expired, as yet I have had no answer from you.

Maybe something is wrong. Perhaps my reminder messages have not reached you, or maybe you've just been busy. But now, I urge you to read every word of this letter because I have been authorized to offer you LOOK at the lowest rate available.

So, whatever your reason has been for not sending in your order, you can be certain of this: We want you back and we want you back soon. We're even willing to send you LOOK at our lowest rate just to have you with us again. All you have to do is ...

... check the enclosed Certificate, made out in your name, and drop it in the mail. Then we will send you ...

... THE NEXT FOURTEEN FULL MONTHS OF LOOK (a \$5.77 subscription value) FOR ONLY \$2.99.

Just all you need pay:

Dear Friend of LOOK:

Yes, we are in the dark ...

... for although I have written you a number of times since your LOOK subscription expired, as yet I have had no answer from you.

Maybe something is wrong. Perhaps my reminder messages have not reached you, or maybe you've just been busy. But now, I urge you to read every word of this letter because I have been authorized to offer you LOOK at the lowest rate available.

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... check the enclosed Certificate, made out in your name, and drop it in the mail. Then we will send you ...

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May I hear from you this week?

Cordially yours,

Lester Suhler

Lester Suhler, for LOOK

LS:rzs

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